

Press

Environment-friendly use of natural resources as a maxim: Messe Düsseldorf saves around 5,000 tonnes of carbon dioxide per year



Since 2014, Messe Düsseldorf has been one of the first trade fair companies to operate its premises in accordance with a strategic energy management system (EnMS) based on the international ISO 50001 standard. Ever since it has been investing annually in improving its eco-balance. This has enabled the company to significantly reduce both electricity and heating energy consumption at its home base in Düsseldorf. Regular audits have shown that, in total, Messe Düsseldorf has been saving between 4,200 and 5,000 tonnes of carbon dioxide per year, thanks to state-of-the-art infrastructures at the site, and the efficient energy management system. This is roughly equivalent to the per capita consumption of 500 people per year*. The environment-friendly use of natural resources is one of the goals pursued by the Group under its sustainability management.

“Anyone wanting to achieve long-term success must take a stand economically, environmentally and socially,” says Wolfram N. Diener, Chief Executive Officer of Messe Düsseldorf GmbH. He explains that this is all the more relevant to trade fairs because they mirror their industries and bear a major responsibility as economic engines of entire regions. Sustainability, he says, has therefore been an integral element of Messe Düsseldorf’s corporate strategy for many years now and is part of everyday life at the exhibition centre.

Marked reduction in the requirement for electricity and heating energy despite more hall space

Whether it’s photovoltaic units, a combined heat and power unit, automated integrated cooling systems or the needs-focused activation and deactivation of ventilation systems, heating and lighting systems, Messe Düsseldorf’s investments are paying off. Despite the increase in exhibition space, the annual heating energy requirement has been reduced by up to 30 per cent since 2000. In addition, the specific power consumption of individual trade fairs in Düsseldorf has dropped by up to 20 per cent since 2010. Energy processes and consumption are being checked at annual intervals, which always includes some scrutiny concerning further potential optimisation. In addition, Messe Düsseldorf regularly exchanges ideas with other companies through its membership of the nationwide German cooperation project ECO PROFIT and focuses on

reducing both waste and toxic emissions. One major success factor is the company's own workforce. Thanks to improvements suggested by staff, Messe Düsseldorf has reduced its use of electricity by 968,517 kWh per year, roughly matching the average annual power consumption of about 240 households**.

Strong support for Düsseldorf's climate goal

"The City of Düsseldorf wants to be climate-neutral by 2035," says the head of Messe Düsseldorf, as he comments on the ambitious plans of the company's biggest shareholder. "It's a primary concern for us that Messe Düsseldorf should make a contribution towards this goal." As well as expanding the use of renewable energies and continually reducing its energy requirements, Messe Düsseldorf has, among other things, set up an innovative logistics and HGV control system. This system received an award from the Global Association of the Exhibition Industry (UFI) for the lowest possible greenhouse gas emissions. Moreover, a comprehensive recycling management system is in place, reducing waste and warranting optimum recycling and disposal.

Cross-industry commitment to the environment

As a pioneer in sustainable exhibition management, the commitment of this international trade fair company goes further than its own home base and also includes global transnational and cross-company initiatives. One example is the SAVE FOOD project, conducted together with FAO (the Food and Agriculture Organisation), which combats worldwide food losses and waste. Another example is Love Your Ocean, which seeks to protect the world's oceans and other water from pollution. With its leading global exhibitions, the Düsseldorf trade fair company brings together research and industry, so that they can work together on tomorrow's sustainable products. Diener sums it all up by saying: "We are innovation brokers, and our trade fairs act as meeting points for international knowledge transfer, so that they have a hand in moulding the economic and ecological futures of the various industries. Our sustainable development provides the basis for this. We are continually optimising our premises, our service and the quality of our events, thus creating greater added value and increasing the innovative capacity of our customers."

* Calculation basis: Savings of 4,500 t, annual per capita emissions in Germany of 8.93 t CO₂, status 2020

** Calculation basis: annual electricity consumption of 4,000 kWh for a 4-person household, status 2020

Further details of Messe Düsseldorf's environmental responsibility can be found at www.messe-duesseldorf.de/environment

The Messe Düsseldorf Group:

The Messe Düsseldorf Group generated a turnover of EUR 136.8 million in the COVID year 2020. At the seven events in Düsseldorf 5,422 exhibitors presented their products to 534,367 trade visitors. Messe Düsseldorf has developed a ground-breaking hygiene and infection protection concept, which was successfully employed at CARAVAN SALON, the first major German trade fair held since spring 2020. Düsseldorf Exhibition Centre hosts around 40 trade fairs in five sectors of expertise: "Machinery, Plants & Equipment", "Retail, Crafts & Services", "Medicine & Health", "Lifestyle & Beauty" as well as "Leisure", including 20 international No. 1 trade fairs as well as, currently, 15 robust partner and guest events. In addition, there are more than 1,000 congresses, corporate events, conferences and meetings organised by the subsidiary Düsseldorf Congress. Furthermore, the Messe Düsseldorf Group organises 75 of its own, joint and contracted events in other countries and is one of the leading export platforms in the world. The Group runs a global network of 77 international offices for 141 countries, including 7 international subsidiaries.

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